UC Santa Cruz
Alumni Council
Strategic Plan
A network of support
When I was first asked if I would accept a nomination to the Alumni Council in 2010, I was beyond honored. UC Santa Cruz and the Banana Slug community offered me invaluable support during a pivotal time in my life, and the opportunity to elevate my service to the campus was very exciting!

I have had the privilege to work with many highly skilled, multitalented, and committed volunteers through the Alumni Council, and it was a real honor to have been elected president of the council in June. The organization’s role is to provide service to the university and preserve its institutional memory—responsibilities it takes seriously. The more alumni we hear from, the stronger we are as a learning community that prepares and supports leaders in a wide variety of fields. Our alumni have already gone to space and to the depths of the oceans—and everywhere in between.

I was especially excited to see our organization recently move to a more inclusive model. After some healthy dialogue, the board unanimously voted to cancel membership dues and welcome all UC Santa Cruz alumni. True to our commitment to community, we gave special attention to the supporters who had paid for life memberships, and we moved into this new chapter on very solid footing. The new organization, called simply UC Santa Cruz Alumni, played an important role in the university’s 50th anniversary in 2015, which showed how partnership strengthens our impact.

Speaking of partnerships, Alumni Weekend has become a real highlight of the annual programming on campus, showcasing great collaboration between the Alumni office and campus divisions and departments. In a few years this event has grown to offer hundreds of opportunities over many days for alumni to return to Santa Cruz, learn something new, network, and go back to life refreshed after some time on campus. I look forward to seeing the campus buzzing during Alumni Weekend. I think this weekend also offers an important opportunity to the current students to make connections with the world post-graduation. Staff and faculty have reported that current students are eager to interact with alumni.

There are many ways to connect, whether you head to a function on campus or attend a regional event in your home area.

We Slugs are unique in our authenticity, and because of that, I always enjoy meeting fellow alumni.

Fiat Slug!
Adolfo R. Mercado
President, UC Santa Cruz Alumni Council
Kresge ’98, anthropology
A network of passion

A proud graduate joining the Alumni Network.
In 2014, Gallup conducted a poll of 30,000 college graduates from across the nation to determine the impact of the collegiate experience on postgraduation success and well-being.

This survey found that the odds of alumni feeling emotionally attached to their alma mater was 8.7 times higher if they felt well prepared for life outside of college. The odds were 8.1 times higher if they felt their college community was passionate about the long-term success of its students.

Also in 2014, UC Santa Cruz alumni were surveyed by both the UC Office of the President and the UC Santa Cruz campus. In both surveys alumni identified career support as being important. Alumni expressed their interest in being supported through the key career transitions in their lives, as well as being connected to an alumni network.
A network of trailblazers

Students revel at a weekend dance party in 1965 outside the 64 trailers on the East Field that served as temporary dorms.
Establish the Alumni Council’s role in relationship to the campus.

Guide the work of the Alumni Council in partnership with university staff.

Define the relationship between the alumni network and the campus.
Jacob Martinez
(Oakes, ’05, ecology and evolution), founder and executive director of Digital NEST. He received the Tony Hill Memorial Award for his community service in Santa Cruz County in 2015.
Our vision, values, and pillars

Vision

From the moment you choose UC Santa Cruz, you join a vast, open community that will support you for the rest of your life. With the power of your UC Santa Cruz education and the alumni network behind you, you can achieve your greatest aspirations.

Values

In all we do, we strive to uphold the following values through our programs and actions. We are:

• Passionate
• Open-minded
• Conscientious
• Curious
• Bold
• Diverse
• Innovative
• Spirited

Pillars

• Build a stronger alumni network that is both supportive of alumni and supported by alumni.

• Increase the quality of volunteer experiences throughout campus while increasing the number of volunteers.

• Connect alumni to students, programs, colleges, and academic hubs where their passion is strongest.
A network of inclusion

Alumni and faculty showing off Banana Slug pride at Alumni Weekend 2017.
Our goals and objectives

Alumni voice and culture

Goal:
With campus partners, we will create a campus culture in which students and alumni understand that this is a lifelong relationship. Foster a culture of inclusion in a network that supports and encourages students and alumni through the pivotal moments of their lives.

Objectives:
• Ensure that the voice of the alumni network is heard in critical university decisions.
• Invest in strategic partnerships with key university leaders.
• Inspire alumni to connect and engage with the UC Santa Cruz community.
• Create a campus space for alumni to call home.
• Promote Banana Slug pride by demonstrating the impact of a UC Santa Cruz education on the world.
A network of relationships

UC Santa Cruz alumni connecting and building new relationships at LA Dodgers vs. Giants, Summer 2016.
Our goals and objectives

Career

Goal:
Strengthen our alumni network throughout the UC Santa Cruz community for personal and professional advancement.

Objectives:
• Develop a culture of alumni volunteerism to achieve a strong and inclusive career support community.
• Create robust relationships between students and alumni.
• Leverage the network to support students and alumni as they face pivotal moments in their lives (internships, graduations, relocations, job changes, etc.).

Volunteers

Goal:
Identify, recruit, and cultivate engaged volunteers.

Objectives:
• Develop a pathway for alumni volunteers to be engaged in support of the UC Santa Cruz community and our students.
• Support volunteers in having meaningful experiences.
• Connect students to alumni volunteer opportunities to build a culture of future volunteerism.
• Develop alumni as ambassadors.
In 2015, the City of Santa Cruz partnered with UC Santa Cruz to celebrate our 50th anniversary.
Partnerships

While this plan outlines the work of the Alumni Council, we will succeed only by creating partnerships throughout campus and beyond. Our success is dependent on building a shared vision of a future in which alumni are an integrated campus constituency, adding value to the experiences of our students.

Our partnerships with the colleges, divisions, and student programs at UC Santa Cruz facilitate a greater connection with the alumni of our campus. We are eager to partner with any constituency wishing to involve alumni in support of the success of students and the campus community.
Alumni Council 2017–18

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